

# Preparing for the Formula One Event



October 18, 2012



# Overview

- Background
  - Formula One projected attendance and related activities
  - City of Austin, Circuit of the Americas, and multi-agency planning efforts to prepare for the event
- Updates
  - Transportation and Public Safety planning
  - Key accomplishments and work in progress
- Question and Answer



# Getting Ready

## *U.S. Formula One Event and Related Activities*

- 300,000 visitors over the event period
  - Approximately 200,000 total hotel room nights are needed
  - There will be significant air travel and traffic activity
- Formula One events at the Circuit
  - There is a target of 120,000 tickets to be sold
  - This will require major transportation and traffic management efforts
- Two major Downtown festivals and three major concerts
  - Austin Fan Fest
  - Experience Austin
  - Aerosmith (Erwin Center)
  - Flo-Rida and Enrique Iglesias (Convention Center)



# Getting Ready

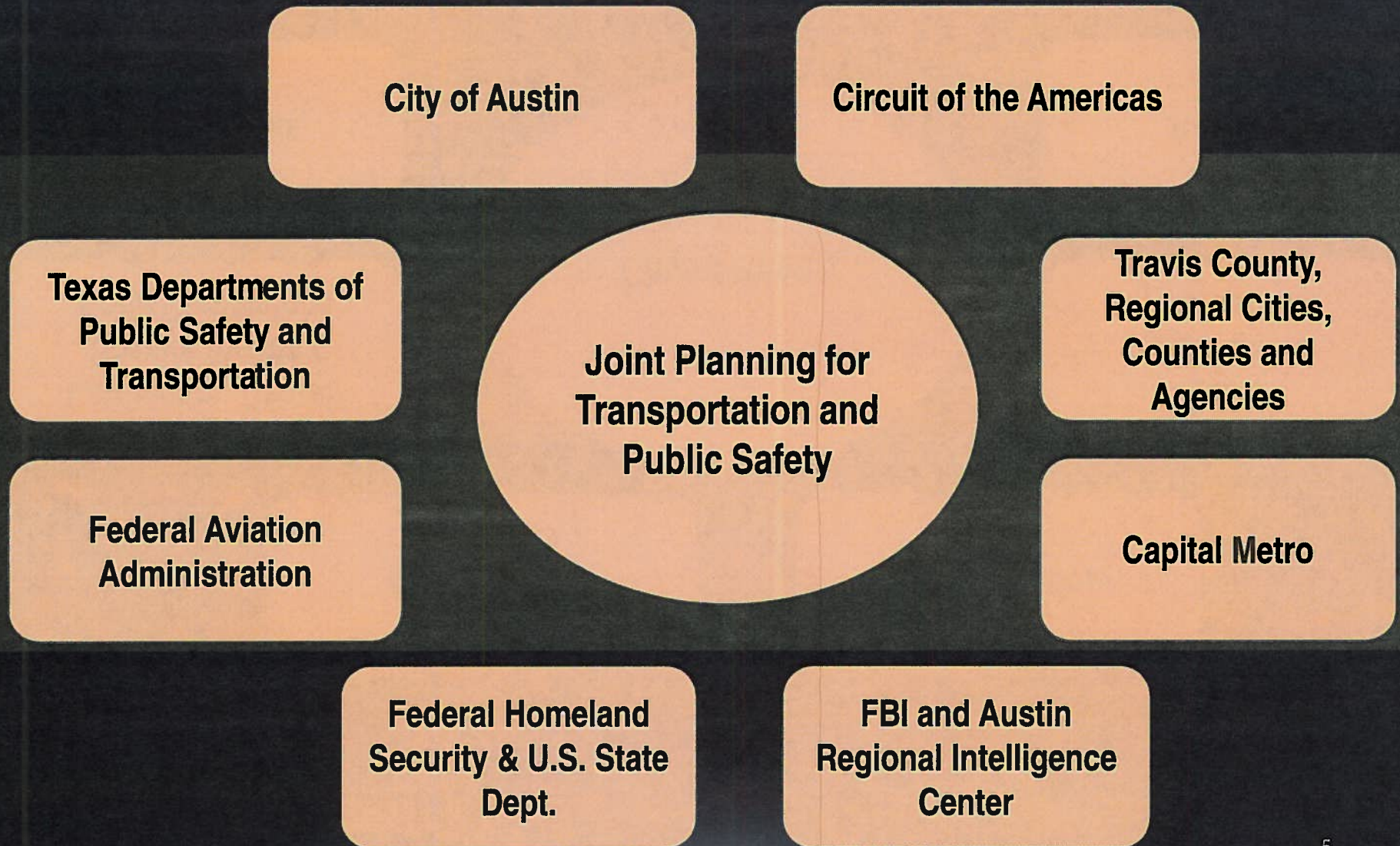
## Calendar of Activity for November 2012

Sun Nov 4	Mon Nov 5	Tues Nov 6	Wed Nov 7	Thurs Nov 8	Fri Nov 9	Sat Nov 10
Komen Austin Race for the Cure			F1 Cargo Planes Begin to Arrive			Barkitecture and UT vs. Iowa State
Sun Nov 11	Mon Nov 12	Tues Nov 13	Wed Nov 14	Thurs Nov 15	Fri Nov 16	Sat Nov 17
Veterans Day Parade	Veterans Day Holiday	F1 Race Teams Arrive	Junior League Christmas Affair Begins	Most F1 Fans Arrive, Christmas Affair	F1 events, Austin Fan Fest, Experience Austin, Aerosmith, Flo-Rida, Christmas Affair	F1 events, Austin Fan Fest, Experience Austin, Enrique Iglesias, Christmas Affair
Sun Nov 18	Mon Nov 19	Tues Nov 20	Wed Nov 21	Thurs Nov 22	Fri Nov 23	Sat Nov 24
F1 events, Austin Fan Fest, Experience Austin, COTA After Party, Christmas Affair	Race Teams Depart and Most Fans Depart			Thanksgiving, Turkey Trot, and UT vs. TCU		



# Getting Ready

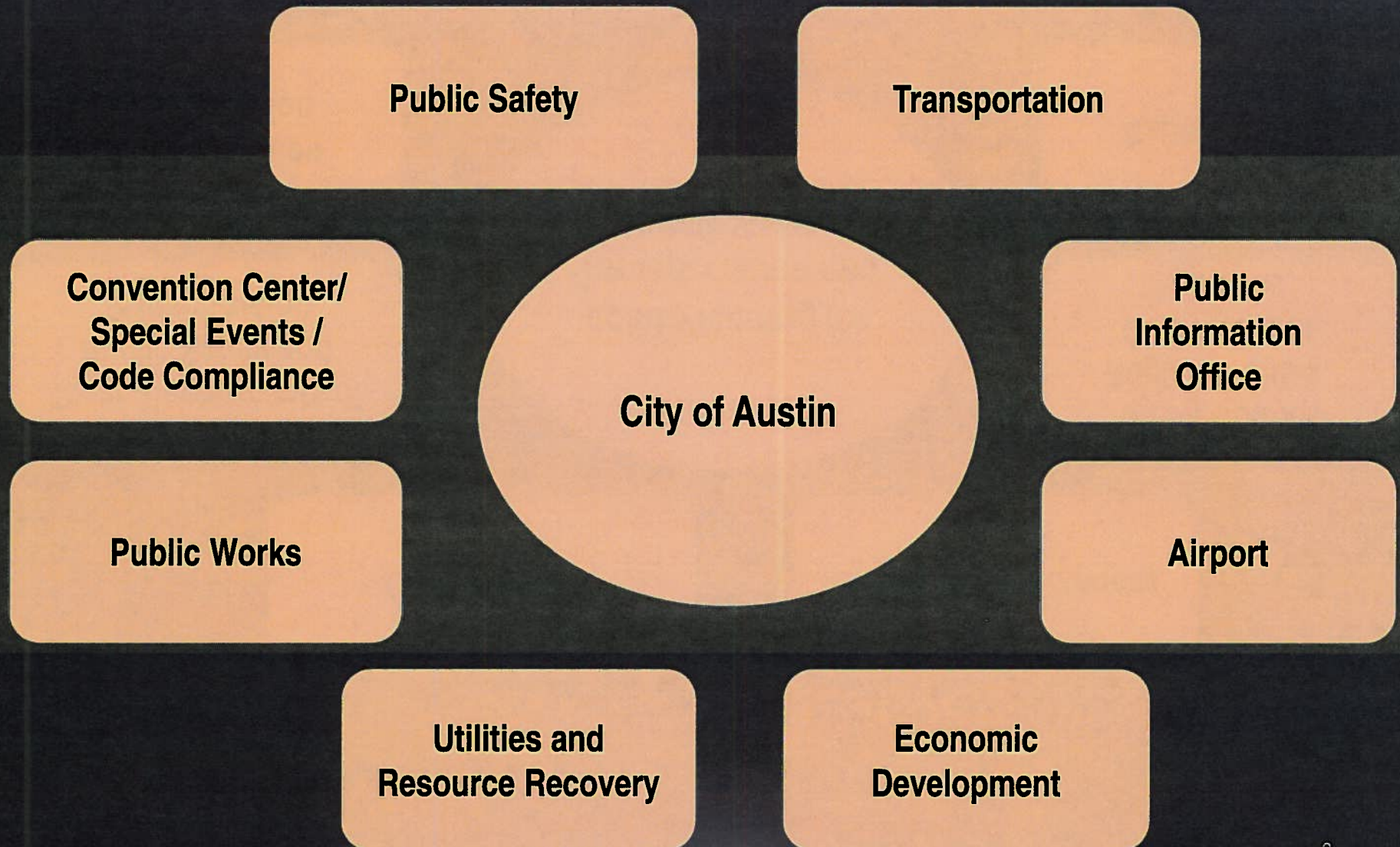
*Local, Regional, State, and National Agencies Involved*





# Getting Ready

## *Core City Planning Teams*



# Getting Ready

## *Primary Focus Areas*

- Transportation and Traffic Management
  - Airport activity and operations
  - Public transportation
  - Traffic monitoring and management
  - Park-and-ride locations
  - Downtown festivals, special events, and related temporary street closures
- Public Safety
  - Incident Command System, Emergency Operations Center, Command Centers, Joint Information Center, and Regional Communications Plan
  - Police protection
  - Fire protection
  - Emergency Medical Services
  - 311 and 911



# Getting Ready

## *Other Key Focus Areas*

- Enterprise Departments
  - Austin Energy
  - Austin Water Utility
  - Austin Resource Recovery
- Public Works Capital Projects
- Code Compliance
- Business Preparedness
- Public Relations and Outreach



# Getting Ready

## *Public Safety: Austin Police Department Planning*

- 4 + 1 Planning
  - Homeland security
  - Emergency traffic management
  - Emergency crowd management, with a particular focus on Downtown
  - Tourism-based policing
  - Maintaining city-wide service levels
- Physical Areas of Focus
  - Primary roadways between Downtown and Circuit of the Americas
  - Related festivals and events in the Downtown area
  - Circuit of the Americas facility



# Getting Ready

## *Transportation and Traffic Management*

- Track Site Planning
  - Major roadway improvements
  - Contra-flow lanes, traffic segregation, traffic monitoring and management
  - On-site and off-site parking
  - Access and parking for limousines, charter buses, and taxi cabs
  - Bicycle access
- City-Wide Planning
  - Airport operations
  - Helicopter operations
  - Traffic monitoring and management, communications, and public outreach
  - Park-and-ride locations and routes
  - Temporary street closures and way finding



# Getting Ready

## *Other Key Areas of Focus*

- Austin Energy and Austin Water Utility
  - Service interruption and emergency response
- Austin Resource Recovery
  - Downtown cleanliness
- Public Works
  - Capital project construction during the event
- Code Compliance
  - Permit monitoring
- Business Preparedness
  - Formula One event seminars
  - [atxgrandprix.org](http://atxgrandprix.org)
- Public Relations and Outreach
  - News and information releases leading to the event
  - Coordinated media and public information planning for the event weekend



# Updates

## *Key Accomplishments*

- Transportation and Traffic Management
  - Traffic control plan for Formula One event is finalized
  - Park-and-ride locations and routes are finalized
  - Airport Prior Permission Required (PPR) system is in place
  - Federal Aviation Administration, Customs and Border Patrol, and Transportation Security Administration staffing and operations plans are in place
  - Capital Metro transit service plan for Formula One is in place
    - Enhanced MetroRail and MetroAirport services
    - First-ever major event Downtown Loop circulator service
    - Volunteer ambassadors, eBus service, and smartphone application



# Updates

## *Key Accomplishments*

- Public Safety
  - Homeland Security and Emergency Management (HSEM) has put in place the Incident Command System model
    - Command centers
    - Joint Information Center
    - Regional Interoperable Communications Plan
  - HSEM, Police, Fire, EMS, 311 and 911 staffing and operations plans are in place
  - Circuit of the Americas' contracts for emergency services and traffic control at the track site are in place



# Updates

## *Key Accomplishments*

- Other Focus Areas
  - Utility emergency response plans for utility outages are in place
  - Public Works construction moratorium and exception planning process is in place for the Downtown Austin Project Coordination Zone (DAPCZ)
  - Staffing plan for Corporate Public Information Office is in place
    - Command centers and Joint Information Center
  - Business seminars focused on preparing for the event were held in August
  - Information session on Downtown festivals was held on October 4<sup>th</sup>
  - Atxgrandprix.org website and Airport webpage are developed



# Updates

## Key Accomplishments: Preparing Local Businesses

### ► Business Outreach

- Survey
- Walkabout
- Workshops

### SERVING THE GLOBAL COMMUNITY WITH LOCAL FLAVOR ARE YOU READY?

**FORMULA 1™ U.S. GRAND PRIX- NOVEMBER 16-18, 2012**

**DID YOU KNOW?**

- CIRCUIT OF THE AMERICAS™ IS A NEW WORLD-CLASS MOTORSPORTS AND ENTERTAINMENT VENUE IN TEXAS, LOCATED NINE MILES FROM AN AUSTIN-BERGSTROM INTERNATIONAL AIRPORT AND LESS THAN 15 MILES FROM DOWNTOWN AUSTIN
- 300,000 VISITORS ARE EXPECTED NOVEMBER 16-18TH FOR THE FORMULA 1™ U.S. GRAND PRIX
- FORMULA 1™ FANS SPEND AN ESTIMATED AVERAGE OF \$1,500 PER DAY AT EACH OF THE 20 RACES WORLDWIDE, NOT INCLUDING TRAVELING EXPENSES  
(BARZA, VICKY "BUSH IS ON TO CASH IN ON F1" AUSTIN BUSINESS JOURNAL, 30 APR. 2012)
- APPROXIMATELY 15% OF THE FORMULA 1™ ATTENDEES WILL BE FROM FOREIGN COUNTRIES
- AS WITH ANY MAJOR EVENT, IT'S NOT JUST BUSINESS AS USUAL!

**HOW SHOULD YOU GET READY? FOLLOW THESE 5 SIMPLE STEPS!**

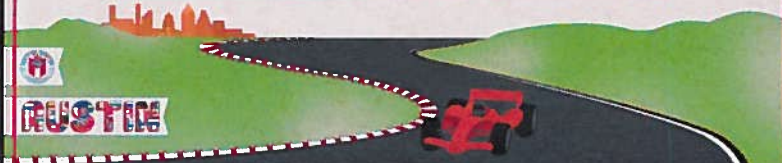
1. **THINK ABOUT WHICH OF YOUR PRODUCT OR SERVICES WILL BE MOST APPEALING TO RACE VISITORS.**  
FANS WILL BE SEEKING UNIQUELY AUSTIN FOOD, BEVERAGES, SHOPPING, AND EXPERIENCES. MAKE SURE YOU'RE PREPARED TO MEET THIS DEMAND!
2. **FIND OUT HOW TRAFFIC PATTERNS AND ROAD CLOSURES MIGHT AFFECT YOUR BUSINESS.**  
GO TO [WWW.ATXGRANDPRIX.ORG](http://WWW.ATXGRANDPRIX.ORG) FOR UP-TO-DATE INFORMATION ABOUT ROAD CLOSURES AND EVENT ROUTES.
3. **CONSIDER HOW YOUR BUSINESS WILL OVERCOME ANY LANGUAGE OR CULTURAL BARRIERS WITH CUSTOMERS DURING THE RACE WEEK.**  
FOREIGN VISITORS MAY HAVE DIFFERENT CUSTOMER SERVICE EXPECTATIONS, TIPPING CUSTOMS, AND DINING HOURS.
4. **MAKE SURE YOU HAVE THE PROPER PERMITS.**  
IF YOU'RE PLANNING AN EVENT DURING THE RACE WEEKEND, YOU MAY NEED A SOUND PERMIT OR A TEMPORARY USE PERMIT. VISIT [HTTP://WWW.AUSTINTEXAS.GOV/PAGECHECKLIST](http://WWW.AUSTINTEXAS.GOV/PAGECHECKLIST) TO FIND OUT WHAT PERMITS YOU NEED OR CALL THE CITY'S BIZOPEN TEAM AT 512-974-7800 FOR TECHNICAL ASSISTANCE.
5. **ATTEND A FREE TRAINING SESSION TO LEARN MORE.**  
YOU'LL HEAR FROM BUSINESS LEADERS WHO HAVE OPERATED A SERVICE BUSINESS IN OTHER COUNTRIES AND DURING MAJOR INTERNATIONAL EVENTS. LEARN WHAT THE NOVEMBER RACE COULD MEAN TO AUSTIN BUSINESSES, AND HEAR TIPS ABOUT ADDRESSING THE NEEDS OF INTERNATIONAL CLIENTELE.

**AUGUST 22 AT 6:00-7:45 PM  
OR  
AUGUST 28 AT 8:00-9:45 AM  
AUSTIN CITY HALL COUNCIL CHAMBERS  
301 WEST SECOND STREET**

FREE BUT REGISTRATION AND \$10 DEPOSIT REQUIRED. ONLY NO-SHOWS WILL BE CHARGED \$10.  
REGISTER AT [WWW.ATXGRANDPRIX.ORG](http://WWW.ATXGRANDPRIX.ORG) UNDER UPCOMING EVENTS.

VISIT [WWW.ATXGRANDPRIX.ORG](http://WWW.ATXGRANDPRIX.ORG) OR CALL 512-974-7800 FOR ADDITIONAL INFORMATION.

**★ TEXAS CHARM, GLOBAL APPEAL ★**





# Updates

## Key Accomplishments: City Websites

### Austin-Bergstrom International Airport

#### Information:

- Arrivals and departures
- Airport maps
- Ground transportation
- Austin metro road closures
- Live traffic reports

AUSTIN-BERGSTROM INTERNATIONAL AIRPORT






HOME | AIRLINES & FLIGHTS | TO & FROM ABIA | PARKING | TRAVEL & SECURITY INFORMATION | SHOP, DINE, RELAX

## WELCOME RACE FANS

2012 FORMULA 1 UNITED STATES GRAND PRIX NOV 16 17 18 AUSTIN TEXAS

Circuit of The Americas

Austin is gearing up to host the 2012 Formula 1 United States Grand Prix. The race date is November 16-18, 2012. The event will take place at Circuit of The Americas, the only purpose-built Grand Prix track and entertainment facility built in the U.S.



Welcome to Austin  
Plan Your Weekend

General Aviation &  
Airside Operations

Customs and  
International Travel

Arrivals  
Departures  
Airport Maps  
Shop, Dine, Relax  
Ground Transportation  
Map your route to and from  
the Airport

TEXAS CHAMP, GLOBAL APPEAL  
**AUSTIN GRAND PRIX**  
City of Austin Information  
Texas Motor Speedway



# Updates

## Key Accomplishments: City Websites

# atxgrandprix.org

### Developed for:

- Residents
- Visitors
- Businesses
- Media





# Updates

## *Work in Progress*

- HeliPort sites within the City of Austin
  - 300 South Congress (Embassy Suites) is finalized
  - 901 South Mopac is being analyzed
- Final permitting for Austin Fan Fest and Experience Austin
- Future news and information releases



# Summary

## *Preparing for the U.S. Formula One Event*

- This has been an across-the-board City planning effort
- Multiple regional, state, and federal agencies are involved
- Transportation and Public Safety have been the two key focus areas
- Major preparations plans have been finalized
- Preparations will continue leading to the event



# AUSTIN

★ TEXAS CHARM, GLOBAL APPEAL ★